



KNXV

ORDER

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KNXV-TV
PHOENIX

Contract / Revision 312874 /
Original Date / Revision
09/26/12 09/26/12
Advertiser American Future Fund

Agency Mentzer Media
Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Flight Dates 10/05/12-10/11/12

Order Sep 00:13:00
Estimate # **527**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 178666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	32160
KPNX	18%	32160
KPPX	%	0
KSAZ	24%	42880
KTVK	25%	44666
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$22,780.00	\$26,800.00	0.00	10/01/12	10/11/12	26	\$22,780.00	\$26,800.00
Totals	26	\$22,780.00	\$26,800.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$22,780.00	\$26,800.00	0.00	10/01/12	10/11/12	26	\$22,780.00	\$26,800.00
Totals	26	\$22,780.00	\$26,800.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 1	KNXV	10/05/12	10/05/12	M-F	7-9am	CM	7am	-9am	-- - F -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00	
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/01/12 10/07/12 -- - F - 1 \$500.00 0.00																		
E 2	KNXV	10/05/12	10/05/12	M-F	6pm-630pm	CM	6pm	-630pm	-- - F -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00	
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/01/12 10/07/12 -- - F - 1 \$1,200.00 0.00																		
E 3	KNXV	10/05/12	10/05/12			CM	630pm	-7pm	-- - F -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00	



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Contract / Revision **312874** Flight Dates **10/05/12-10/11/12**

Hiatus Dates

Original Date / Revision 09/26/12 / 09/26/12

Order Sep 00:13:00

Advertiser **American Future Fund**

Product **American Future Fund**

Estimate # **527**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 630pm-7pm												
				M-F 630pm-7pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----F--		1	\$1,200.00			0.00						
E 4	KNXV	10/05/12	10/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm		:30	1	\$1,500.00	FX	0.00	NM		1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----F--		1	\$1,500.00			0.00						
E 5	KNXV	10/05/12	10/05/12	Nightline Nightline	CM	1035p-1102p / 113-----F--		:30	1	\$500.00	P-3	0.00	NM		1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----F--		1	\$500.00			0.00						
E 7	KNXV	10/07/12	10/07/12	Su 8-9am ABC This Week	CM	8-9am		:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$1,000.00			0.00						
E 8	KNXV	10/07/12	10/07/12	SU 1105pm-1205am SU 1105pm-1205am	CM	1105pm-1205am		:30	1	\$200.00	P-3	0.00	NM		1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$200.00			0.00						
E 9	KNXV	10/08/12	10/11/12	M-F 7-9am M-F 7-9am	CM	7am-9am		:30	4	\$500.00	FX	0.00	NM		4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		4	\$500.00			0.00						
E 10	KNXV	10/08/12	10/11/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm		:30	2	\$1,200.00	FX	0.00	NM		2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M-W----		2	\$1,200.00			0.00						
E 11	KNXV	10/08/12	10/11/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm		:30	4	\$1,200.00	FX	0.00	NM		4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		4	\$1,200.00			0.00						
E 12	KNXV	10/08/12	10/11/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm		:30	4	\$1,500.00	FX	0.00	NM		4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		4	\$1,500.00			0.00						
E 13	KNXV	10/08/12	10/11/12	Nightline Nightline	CM	1035p-1102p / 113MTWT---		:30	4	\$500.00	P-3	0.00	NM		4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		4	\$500.00			0.00						
N 14	KNXV	10/09/12	10/09/12	Tuesday Prime 7-9pm Tuesday 7-9pm	CM	7-9pm		:30	1	\$3,500.00	P-3	0.00	NM		1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-T-----		1	\$3,500.00			0.00						

*Tax 1 Note: Tax 0.5%.

Totals

26 \$26,800.00